

Judul:

Analisis pengaruh ideal self-congruence dan emotional brand attachment terhadap perilaku konsumen: compulsive buying, brand loyalty, dan external trash-talking: studi pada produk-produk fashion = The impact of ideal self-congruence and emotional brand attachment toward consumer's behavior: compulsive buying, brand loyalty, and external trash-talking: study on fashion products

Pengarang/Penulis:

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Subjek:

Brand loyalty; Consumer behavior

Nomor Panggil:

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Penerbitan:

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